



## Summary of Changes to Company Programme 2017/18

### Online resources

1. All resources are now online replacing the printed Information Pack and Company Kit
2. Information, guidance and resources prior to registering can be accessed from the Pre-Registration website  
<https://www.young-enterprise.org.uk/ye-company-programme-info/>  
This website is aimed at supporting Centre Leads (CLs) and Business Advisers (BAs) to get the companies registered and up and running. It is not designed for students. Once registered all this information and much more is available on YE Online so there will be no need to revisit the Pre-Registration site
3. New downloadable resources are available to support Centre Leads to recruit students (Video, Posters and PowerPoint)
4. New BA Toolkit on Pre-Reg website and YE Online (replacing the printed BA/CL Guide):
  - o How to be a Business Adviser
  - o Milestone by Milestone Guidance on facilitating the Programme
  - o Videos on facilitating Experiential Learning which form part of the essential induction for BAs
5. Student welcome brochure replaced by nine director videos highlighting skills and typical tasks for each role
6. CLs will need to ensure that digital projection and internet access is available for YE student company meetings to enable access to the resources on YE Online

### Registering and Getting Started

7. While the minimum number of students required to register a company has been reduced to 2, YE still strongly recommends for most Centres that 6 is the minimum number and the average is 13. However, in certain education settings such as where students are following an alternative curriculum it may be appropriate to have a smaller number of students per company



8. A Milestone Map is central to the programme resources and acts as a route map that chunks the programme and signposts the way to get the most from the programme for students, CLs and BAs. Not prescriptive but particularly useful for new centres/CLs/BAs
9. Resources for Milestone 1, Starting Up are available in the resources section of the Pre-Reg site including a template agenda, minutes template, Introductory Video to CP and Milestone 1 introductory video
10. CLs will need to register student companies early to gain access to YE Online and take full advantage of the resources which support the students to get the most out of the programme
11. New Director roles and icons - changes include introduction of Digital & Technology Director, Company Secretary and Corporate Social Responsibility Director. Total of 9 core roles. Some additional roles for an extended structure are suggested. Roles are not prescribed and may vary depending on the product/service chosen
12. Registration fee is £80 (England & Wales) and must be paid by all companies by a cut-off date of 30 November, regardless of when they register. By registering early student companies will have the advantage of accessing all areas of YE Online and the full set of guidance and resources. The copy of the Registration fee invoice will be emailed to the CL and can be found in the Finance section of YE Online
13. STAR App – Students should download and register to use the YE STAR App at the start of the programme and use it to record their skill development throughout the programme. A video is available to explain the benefits
14. Students can use participation in CP to evidence the skills section of the Duke of Edinburgh Award scheme. The first time students log in, (when they change their password) they will be asked to check a box if they are using CP as part of DoE. This will allow a YE representative to assess and sign off a student's participation.

## YE Online

15. All users (CLs, BAs and students) will be required to sign up to a Privacy Policy (to ensure we are compliant with General Data Protection Regulation [GDPR] which will apply from May 2018) when they first login to YE Online
16. YE Online is structured to reflect the Milestone Map, leading students, BAs and CLs step by step through the year with totally new content including many new videos
17. Video introducing each Milestone shows students what they need to be doing next – step by step
18. Sample template Agendas for each Milestone



19. New section, Director Roles, on YE Online to help directors get going quickly. For each of the core director roles there is an introductory video of skills and typical tasks plus a job description, task list and video of top tips from previous year's participants
20. New resources to help with Idea Generation in Milestone 3. This could be the basis for a flexible volunteering opportunity
21. Choice of business plan or business canvas (an alternative way of looking at a business model) in Milestone 4, Business Planning
22. Milestone 8, Looking Back and Next Steps has been added. BAs will be asked to lead a final reflective session culminating in students identifying the skills they have developed, creating an action plan and updating/creating their CV and LinkedIn profile. This completes the Plan-Do-Review cycle and deepens the impact of the Programme

## Changes which we are required to implement as a result of a legal review of the status of YE student companies:

23. YE student companies continue to function as branches of YE. The terminology used when talking about YE student companies has been changed and updated. Please see appendix 1
24. An Operating Framework sets out the legal responsibilities, financing of student companies and insurance cover
25. To ensure that all YE student companies follow the Operating Framework and meet the product restrictions on insurance, each YE company will be required to submit a Product/ Service Approval Form and receive confirmation from their YE Manager before selling begins. Procedure to be issued separately
26. A winding up fee replaces YE VAT & YE Corporation Tax. It will be calculated by the Online accounts package as 20% of profit. This is payable to Young Enterprise at the point the YE Student Company is winding up. It includes amounts equivalent to taxes which would have been payable to the authorities on winding up if the student company had been a standalone entity subject to normal tax rules. No interim payments will be required
27. To account for the winding up fee, it is now mandatory that YE student companies use the YE Online accounts package. Student companies will be expected to pay this fee without exception
28. Modifications to the accounts package reflect changes to VAT & CT. In addition, it has been simplified by removing the debtors and creditors pages and the extended trial balance
29. Student companies can no longer pay themselves a salary before paying the winding up fee and paying back shareholders. The accounts package has been modified accordingly



30. Online sales - Currently YE student companies are not permitted to use electronic payment providers (such as PayPal or Stripe) that require people to be aged over 18 to register. CashFlows will no longer be promoted. However, we recognise that some teams may choose to ask individuals over the age of 18 to set up an account on their behalf. This person must be aware of the obligations that they are undertaking. YE companies must obtain explicit permission from the individual involved and must be able to evidence this to YE if requested. Online sales and electronic payments are currently under review. An update will be issued on the rules governing online selling for YE student companies at the end of September.

## Competitions

31. Three new national competitions – one per term in addition to the Company of the Year Competition. These will be run centrally and submission of entries will be via Instagram. Full details in the Competitions section of YE Online
- Term 1: Business Card (with focus on branding)
  - Term 2: Greatest Product/Service exposure using Social Media
  - Term 3: Give Back (with focus on responsible business and community impact)
32. The Company of the Year (COTY) Competition will be preceded by a local event called the Showcase. The expectation is that all student companies will take part in a local Showcase with the best 1 or 2 student companies going on to take part in COTY competition at County level.
33. New COTY Competition Guidelines and Judging Criteria with 4 competition components:
- Student Company Report submitted electronically using a standard template (20%)
  - Team Interview (40%)
  - Trade Stand (20%)
  - Presentation (20%)

Judging will adopt a balanced scorecard approach using the following criteria:

|   |  |
|---|--|
| <p><b>The Enterprise</b><br/>The quality and creativity of the student company's enterprise – the combination of product or service, brand, sales channels, target customers</p>                                | <p><b>Endeavour, Impact and Results</b><br/>The ways in which the team have successfully executed their plans – challenging themselves, working hard as a team to make a real impact and achieving strong results</p>              |
| <p><b>The Journey Travelled</b><br/>The impact of the journey the team have been on to plan, develop and operate their student company – particularly in terms of decisions, challenges and lessons learned</p> | <p><b>Organisation and Management</b><br/>The effectiveness of structures, methods and administration used by the team to run their student company and evidence of the development of basic business skills and understanding</p> |



## Coming soon

34. Tips on running a student company and news shared on Instagram. Add @Young.Enterprise
35. New video content added through the year covering business topics such as marketing, financial management, selling etc.

## Please note

36. The same programme and YE Online changes will apply to the Start-Up Programme
37. No changes to Team Programme resources or YE Online for 2017/18



## Appendix 1

### Terminology to use when talking about student companies

This follows a review of the legal status and financial reporting of YE student companies

| Do refer to   | Don't refer to   |
|---|--|
| <ul style="list-style-type: none"><li>✓ YE <b>Student</b> Company</li><li>✓ YE Student Company <b>functioning as branches of YE</b></li><li>✓ <b>YE Operating Framework</b> - legal responsibilities, financing and insurance cover</li><li>✓ <b>Operating</b></li><li>✓ <b>Selling</b></li><li>✓ <b>Shares</b></li><li>✓ <b>Winding up</b></li><li>✓ <b>Winding up fee</b> - including amounts equivalent to taxes which would have been payable to the authorities on winding up if they had been standalone entities subject to normal tax rules</li></ul> | <ul style="list-style-type: none"><li>X Company</li><li>X Business (exception business planning)</li><li>X <i>Real</i> (business/company)</li><li>X Trading (exception trade fair)</li><li>X Liquidating</li><li>X Taxes</li><li>X YE Corporation Tax</li><li>X YE VAT</li></ul> |



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